#### This Sale Not for Dealers.

As not a few pieces will be below cost of making we will not supply dealers. No mail, telephone or hurry orders taken.

## ABRAHAM STRAUS

#### Extra Service and Extra Salesmen.

Fully aware that this extraordinary announcement will attract widespread attention, and anticipating a great response, we have added an extra force of expert salesmen to supplement

# Announcement Extraordinary

## AN EVENT IN FURNITURE SELLING ABSOLUTELY UNPARALLELED

25% Straight Reduction on Our Entire Stock

FAR THE MOST REMARKABLE SALE IN THE HISTORY OF THE FURNITURE BUSINESS. History very strong statement, as our own sales in the past have been phenomenal in value giving, but we wish to emphasize the extraordinary character of this event. In this sale EVERY PIECE OF FURNITURE IN OUR FURNITURE STORE, far the largest hereabouts, with the greatest and most complete stock of WANTED FURNITURE in Brooklyn is included in the offering.

AND WE LAY SPECIAL STRESS on the fact that the Half Prices. reduction of 25% is on our own prices, already admittedly the lowest in the city. The reduction is not from the price of any other store naturally higher priced than this---an important fact in itself. Where reductions have been taken prior to this sale, such price on any such article will nevertheless be subjected to a further reduction of 25%. making prices in many instances less than HALF.

Never Any All the new furniture is included and one may buy here pieces for every room in the house at prices far below those ever before quoted. This store has invariably led in gigantic enterprises, but never before in the history of the Furniture business has any store offered its entire stock, most of it fresh from the factories, complete and magnificent, covering every desire, every need, in one SWEEPING REDUCTION OF 25%, regardless of prior cost or pricing.

It is one of those stirring events, creating retail business history, and one which no one can well afford to miss.

Back of It BACK OF IT IS THIS STORE with its splendid prestige and fame for doing extraordinary things in sales. People have learned that unusual as our statements may be, they are always conservative when compared with actual facts found here when they come to purchase. No description could adequately convey the magnificence of the stock offered, the comprehensive variety, the unprecedented opportunities this offer means.

Beyond Fact is that the possibilities of this sale are beyond imagin-Imagination ation, so broad is it in character. Comparison only can complete realization of values. It is strikingly characteristic of Abraham & Straus in its tremendous, generous, square deal advantages. Sale begins Monday morning at 8:30 A. M.

Those Living in Manhattan, Bronx or Beyond, or Long Island, New Jersey or Staten Island May Take Subway Direct to A. & S. Subway Station at Hoyt Street, Brooklyn.

#### **Bargains** for Children

Here are about 200 pairs Boys' Fancy Cheviot and Cassimere Knickerbockers, sizes 8 to 16 years, which are just the thing for vacation or the playground.

This price hardly more than covers the cost of making and trimming: 75 cents.

Children's Wash Suits in Sailor and Russian styles especially marked \$1.95; others up to \$10.00.





AOLLAND-AMERICA LINE

AUSTRO-AMERICAN LINE MEDITERBANKAN ADULATIC L

ANCHOR LIN GLASGOW via LONDONDERRY

3.75 and 4.75 per pair

#### James McCreery & Co. 34th Street

On Monday and Tuesday, May the 16th and 17th.

RUG DEPARTMENTS. In Both Stores.

23rd Street

9 x 12 ft. Wilton Velvet Seamless Rugs, extra quality. usual price 30.00

9 x 12 ft. Seamless Axminster Rugs in Oriental patterns. usual price 25.00

Imported Inlaid Linoleum in hardwood and tile patterns. 1.00 per sq. yd. usual price 1.50

LINEN DEPARTMENTS. In Both Stores Irish Satin Damask Table Cloths

1.75, 2.25, 2.75 and 3.25 usual prices 2.28, 3.60, 3.50 and 4.60 Napkins to match ... 1.85 and 2.75 per doz. usual prices 2.50 and 3.50 Hand-embroidered Huckaback Towels.....

Huckaback Towels with 2-inch embroidered letters. Hemstitched Linen Sheets.....

Hemstitched Linen Pillow Cases ...... Muslin Sheets..... 65c, 70c and 75c each 

### James McCreery & Co.

34th Street 23rd Street

N. T.—Cucenstern-Heirhaud-Livernool.
Celife. ... May St. 938 AM Arable. ... June 1
Celife. ... May St. 938 AM Arable. ... June 1
N. T.—Plymoush-Charboury-Southampion.
Cecasite. ... May 18, 2 PM Adriate. June 1
May 18, 237 AM 1 Centrol.
June 3
N. T. AND BOOTON-HERD TYPERIA NEAN
Oster Tayavens' Checke Good Everywhers.
Othons, 9 Broadway & Pier St. N. R. (384 St.), N. Y. ||nited Fruit Compan\| U Steamship Service Supporter Studget and passenger stramets sell Transdays, 12 stoon, Plor 15, East Stoor, (ft. Fulton St.) 20 H SOS, FOR THE STATE OF THE STA

### Delightful Week-End Trips

TO OLD POINT COMFORT, VA., VIA OLD DOMINION LINE Including Accommodations at the Palatial HOTEL CHARBERLIN.

Tickets, including meals and stateroom hertis on Old Dominion Steamer and hotel accommodations.

These trips can also be made every weekday at same cost. Steamers leave New York every day except Sunday at 3 P. M., arriving 6th Point Comfort following morning. Return leave Norfelk daily except Sunday at 7 P. M., arriving in New York about 3:30 P. M.

THE ONLY DIRECT LINE TO OLD POINT COMPORT AND NORFOLK WITHOUT CHANGE. Steamers are equipped with the United Wireless Telegraph System.

HOT OR COLD SEA WATER BATHS CAN BE PROCURED ON STEAMER WITHOUT CHANGE. Tickets and stateroom reservations, Plet 25, N. R., it of North Moore St., N. Y.

w. L. WOODROW, Traffic Manager. J. J. BROWN, General Passenger Agent.

10 A. M.

THURSDAYS

HAMBURO

AMERICAN

LINE

The mere fact that your suit has no waistcoat does not N. R., foot of North
At 5 P. M.
W. I. WOODROW, Traffic Manager.

Kaiser Wilhelm Der Grosse

Some of our most attractive day suits for the present season are made that way,

make it a tropical suit.

The imported English gray flannels for instance, as well as the blue, black and fancy

Everything men and boys

ROGERS PEET & COMPANY. Three Broadway Stores

Warren St. 13th St. 34th St.

> ALTAR SATURDAYS Wireless and Submarine Signals. adependent Round the World Tours. Travelers' Checks, good all over the World. DELRICHS & CO., Gen. Agts. 5 Broadway, New York

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OLD DOMINION LINE CUNARD LINES Piers 56 and 56, North River, foot of 14th St. LUSITANIA - MAURETANIA 335-355 SCHERMERHORN ST. Largest, Pastest, Pinest Steamers Affoat. **New York to London Direct** 

VIA FISHGUARD is the most expeditious route also to PARIS BERLIN VIENNA Leave New York Wednesdays 9 A. M. MONDAY IN LONDON TUESDAY IN PARIS

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BUNGARIAN AMERICAN SERVICE
TO FIUME, Via
GIBRALTAR, NAPLES, TRIESTE.
Carpathla. May 19, non SUltonfa. June 19
Fannonia. June 2, non Carpathla. July 7
Calls at Geson. (Carries second and third class passengers only.
Travellers' checks laungl—good everywhere.

NEW ENGLAND NAVIGATION CO.

LONG ISLAND SOUND ROUTES. PALL RIVER LINE VIA Newport and Fall River. Lv. Pier 19, N. R., foot Warren St. week days and Sundays 5:20 P. M. Stra. COMMON-WEALTH and PRISCILLA. Orchestra on each. NORWICH LINE VIA New London, Lv. Pier 40, N. R., 7t. Clarkson St., week days, 5:00 P. M. Pier 70, E. R., 7t. E. 226, 7t., 6:00 P. M. Surs. CITY OF LOWELL, and NEW HAMPSHIRE, NEW HAVEN LINE For New Haven, Hart-ford, Springfield and North. West days only, leave Pier 25 K. R., 234 P. M., foot East 22d St., 259 P. M. Steamer RICHARD PECK. Tickets, staterooms and information at City Dicket Office, 171 Broadway, near Cortlandt St. Telephone 312 Cortlandt. Also at N. Y. Transfer and Tourist Offices and at Piers.

MANHATTAN LINE to Albany EOUND TRIP \$1.56, Good 10 Days.

SPECIAL WEEK END EXCURSION TO ALL CATSKILL MY, RESORTS. Catakill-Hudoon

#### STORAGE COMPANY 1400 FIREPROOF ROOMS

For the Storage of Furniture, Etc., In a Fireproof Building.

DRY COLD STORAGE For Furs, Rugs, Clothing, Etc. Brooklyn Prices New York Service

Packing and Shipping to All Parts of the World. On the Subway Nevins St. Station

North River; also at New York Transfer Co. and principal Tourist and Ticket Offices throughout Greater New York. "Brough lickets on air season yall Rallmond and Steamboat Ticket Offices nearly all Rallmond and Steamboat Ticket Offices, throughout Country. Write Gen' Pass' Afthroughout Country Write Gen' Pass' Afthrough Country Write Gen' Pass' Afthro

#### LUDSON RIVED INIGHT LINES

PEOPLES LINE TO ALBANY

ST"R ADIRONDACK or C. W. MORSE. Plor 25, N. R., foot Canal st., 6 P. M. dul (Sunday excepted). From Albany daily (Sunda excepted), 8 P. M. CITIZENS LINE TO TROY 7:30 P. M. /Anday stember touches Round trip 6 2.50 via both lines; 10

CLARK'S TOURS TO EUROPE